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Business and Social Media Consultant



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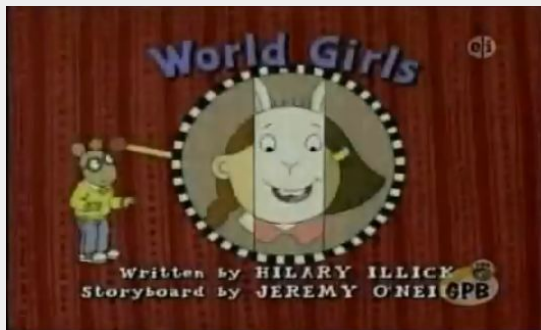
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In social media : It's not about collecting, it's about connecting

September 26th, 2010 | In social media | 10 Comments »

As a social media practitioner, I find inspiration in the social world, not just in marketing and advertising. I wish I had come up with this phrase but I owe it to an episode of Arthur, the PBS series for kids, [Arthur's](#) friend, Muffy, an avid collector, sets to buy out as many dolls as she can in a place mirroring [American girl](#) ; on the other hand, her friend only wants to buy an accessory for her one and only doll that she nurtures. I had watched the World Girl's episode several times before with my daughter, but that sentence never stood out until that day where I heard Sue Ellen say to Muffy : ***It's not about collecting, it's about connecting.***

I had an *Aha* moment. This short sentence has a very significant meaning in my social media practice. It is that sentence, sounding like a mantra, that should be the core mission of companies; instead, most set out to collect as many fans and



followers as they can in a very short time. Therefore, *Collecting* is done with little to no regards to the value they bring to their following. Of course, collecting a fan base is not the only objective of social media initiatives. Many other marketing initiatives, such as email marketing campaigns, greatly focus on this notion that a success is measured by the number of people one can collect.

Brands, companies, marketing departments, digital agencies and entrepreneurs are all guilty of promising their clients the holy grail of social media: voraciously amassing as many unsuspecting people on their social pages as possible; some brands manage to commit friends/fans/followers into **liking** them, thereby, building a base of relatively qualified prospects. Some companies even go as far as buying friends for their Facebook account or followers for their Twitter account. I would not see anything wrong with it if it wasn't for a *small* detail: **Once people like you, then what?**

Social media has smashed the door open for people to retain back some control; now, consumers don't only want to like your brand, they want to emotionally connect with your brand personality and identity, pretty much like with friends. Yes, people want to have a relationship with your brand. This cultural change within the business and social worlds reflects a shifting balance of powers; the nature and level of the interaction between a brand and a person has totally changed.

Having a huge fan base on your facebook page or twitter account doesn't reflect the relationship with your audience. Whichever way your fans and followers are acquired - whether you buy their affection by giving them free stuff, tease them with a contest or just because you are such a strong brand that it is alright to like you - **the staying power of friend/fans/follower is reflected by how well and how deep you connect with them.** And this requires the RIGHT strategy for your audience. Duplicating what another company does and succeeds in,

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In social media : It's not about collecting, it's about connecting

Who is more likely to purchase: Twitter followers, FB friends or email subscribers ?



Social Media numbers in Canada

ABOUT



As a business consultant, I advise companies and entrepreneurs on how to integrate social media in their overall business strategy. I define, implement and monitor social media programs in order to achieve business objectives. I am also a major Foodie, fashion observer. Normal for a Parisian, right? Please >>> [Read more »](#)

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doesn't cut it. Each audience requires a custom message and interaction from a brand.

Brands are still measuring the traditional way, they are still equating success with impressions and eye-balls; Decision-makers are not fully comprehending that social media is not about campaigning only. **Social media is about long-term relationships**. Unfortunately, most brands and businesses are still in the race to collect and convert and totally overlook the connect part. The **three Cs of social media business** *Collect, Connect, Convert* are each equally important, as part of the brand management.

Brands who consciously make the decision to dip more than one toe into the social media arena, have to make that same conscious decision to start connecting with their people in a way that is true to the brand and to the customer, to allow the relationships to develop and grow; this includes assigning an appropriate budget and empowering the resources.

Collectively, brands have to start treating people as informed, connected, and savvy consumers who clearly demand more than a business transaction.

What do you think?

social media

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social media

Who is more likely to purchase: Twitter followers, FB friends or email subscribers ?

Those statistics from www.marketingcharts.com clearly show that Twitter followers are more responsive to a brand; 37% of respondents are more likely to make a purchase after becoming a follower on Twitter. These numbers are not surprising. Twitter is a more open and constraint-free platform. Followers don't have to commit to the brand, they genuinely Like a brand whereas Facebook and [...]

social media

Social Media numbers in Canada

21 per cent
The number of public-sector executive who say social media is their most important means of public engagement.
14 per cent
The number of private-sector executive who say social media is their most important means of public engagement.

16 per cent
The number of Canadian executives at large- and mid-sized Canadian organizations who say social media has the [...]

social media

No, you cannot change your username on Youtube

What a surprise I get when I want to change my username on Youtube. Like most people, I had created a Youtube account ages ago; way before I knew I would need a name reflecting my professional activity . This was my name : Orangesheets This is not a right name for me. It is a bit odd. The [...]

Uncategorized

Which brands/companies that do an stellar social media job? #brandchat

Which brands/companies do you admire and why?
Would love your input.

Posted via email from Karima-Catherine pied-à-terre

Content, social media

How to publish multilingual content on Facebook?

Facebook and other social network sites are catering to a large multicultural audience; companies should make sure they fully take advantage of those features to deliver the most relevant content.

social media

You have got too many

Management

Micrmanagement is NOT

Facebook friends !

I tried to friend @kyleplacy on Facebook and this is what I get. Well, it is getting frustrating. The solution : Let people like him convert his Friend page into a Fan page. (I am assuming Kyle wants to this) Can Facebook do something about this? Posted via email from Karima-Catherine pied-à-terre

[Project Management](#)

In projects, are you the pig or the chicken?

This post is not about Chinese astrology but about the story of a pig and a chicken chatting about doing business together ; it is usually told to illustrate the roles and degree of commitment in projects and more particularly, in the Agile SCRUM project methodology. As the story unfolds, it becomes clear that the chicken's [...]

micromanagement is not necessary. We all have been, at one point or another, confronted to a manager, supervisor, client, or even colleague, that micromanaged our work. The micromanager has this urge to overshadow your every move all the time. They thoroughly go into every corner of your task and have this manner of picking on unnecessary details to obtain a justification from you. [...]

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Why Facebook should quickly improve business Pages

Why Facebook should quickly improve business Pages

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